



CITY OF READING, PENNSYLVANIA

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MEDIA ADVISORY
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Mayor Encourages Residents to Get Moving

READING, PA – Reading has become one of hundreds of *Let's Move!* cities across the United States, commissioned by First Lady Michelle Obama to fight childhood obesity through health and nutrition awareness campaigns and activities. The City of Reading will be kicking off its campaign by declaring an official *Let's Move!* Day on Saturday October 16, 2010.

The day will run in conjunction with a bicycle tour organized by the Central Pennsylvania African-American Museum, in partnership with the Berks County Bicycling Club, Berks County Conservancy, Bethel A.M.E. Church of Reading, Bikin' Blazers Cycling Club of Philadelphia, Hay Creek Valley Historical Association/Joanna Furnace, Hopewell Furnace National Historic Site, and Reading Area Community College.

The Underground Railroad Bicycle Tour was organized with the mission of *Let's Move!* in mind. The mission of the tour is to promote bike-friendly travel and health and fitness while giving residents the opportunity to explore the natural landscape and historic sites throughout Berks County. The event will also include nutrition and personal fitness tips at the set-up point, outside of RACC's Yocum Library.

The national *Let's Move!* campaign, has an ambitious national goal of solving the challenge of childhood obesity within a generation so that children born today will reach adulthood at a healthy weight. September 2010 was declared National Childhood Obesity awareness month, and was celebrated with a number of events throughout the nation.

"Childhood obesity is a problem in this community as in many others. In this new technology-driven age where it's easy for kids to sit at home and rely on television and video games for entertainment," explains Mayor Thomas McMahon, "We have to make a special effort to get them outside and moving around."

As a *Let's Move!* City, the City of Reading will be working on a number of initiatives and events that will help curb childhood obesity throughout our community. A proclamation for *Let's Move!* Day will be issued at the City Council Meeting on Monday, September 27th, 2010 at 7:00p.m.

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